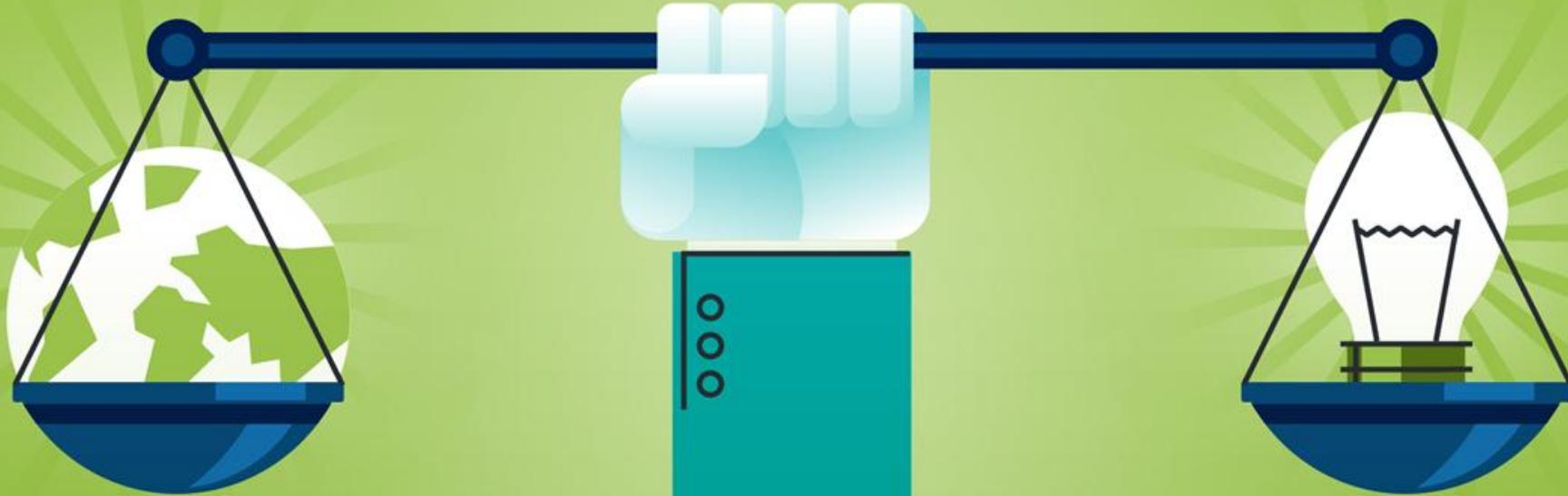


NET ZEROCARBON EVENTS



UPDATE

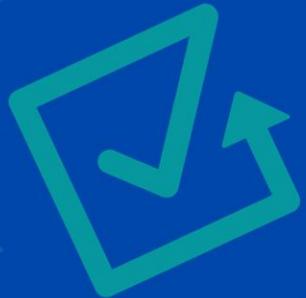


BETTER STANDS

by NZCE

MOVING TOWARDS
REUSABLE STANDS
TOGETHER

6 JUNE 2025



A COLLABORATION ACROSS OUR VALUE CHAIN



- IFES President
- Holtman CEO
- 30 years in events
- 2 years chairing Better Stands SteerCo



- Informa Head of Sustainability
- 25 years in sustainability
- 10 years in events
- 5 years developing Better Stands

Representing >40 organisers,
service providers, venues and other partners

A GLOBAL 2-YEAR PILOT



THE GLOBAL EXHIBITIONS INDUSTRY HAS HUGE BENEFITS



And yet,
we can be
even Better....



EVEN TAKING ONE AREA, WE SEE CUSTOMERS ARE HUNGRY FOR MORE



75%

3/4 OF ATTENDEES SAY SUSTAINABILITY IS IMPORTANT



1/3

1/3 OF VISITORS WON'T ATTEND AN UNSUSTAINABLE SHOW



1 in 4

1 IN 4 EXHIBITORS SAY TRADE SHOW INDUSTRY IS POOR OR VERY POOR AT SUSTAINABILITY



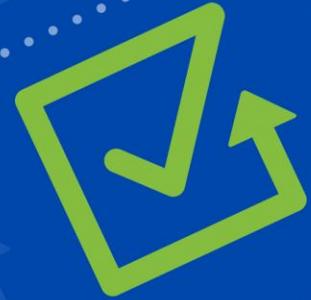
>50%

>50% SAY OUR INDUSTRY'S SUCCESS DEPENDS ON BEING MORE SUSTAINABLE

We know a high satisfaction with sustainability at events correlates with a high NPS

BETTER STANDS

CAN BE A SOLUTION TO
HELP TACKLE THIS

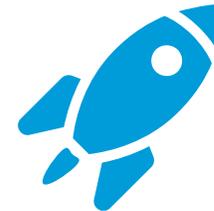


A global initiative to promote reusable stands

Future proof stand building practices

**Built by the industry,
For the industry.**

**Not rules.
Optional framework.
No punishment.**



**Practical not perfect.
Get going now.**

**Simple measurement.
Celebrates better
choices.**



CELEBRATING THOSE WHO REACH ONE OF THREE LEVELS OF REUSE



Reusable

- Walls
- Floor platforms
- Furniture
- Lighting



Reusable

- Ceiling
- Rigged structure
- Fascia
- Display facilities



Reusable or recycled

- Floor covering
- Printed signage

BETTER STANDS FRAMEWORK

The 10 key elements of a stand are assessed for reuse. This determines its categorization of Disposable, Bronze, Silver or Gold.



	CATEGORY	ITEMS	DISPOSABLE	BETTER STANDS BRONZE by NZCE	BETTER STANDS SILVER by NZCE	BETTER STANDS GOLD by NZCE	
REUSED	1	Stand structure and walls	Structure or framework of the stand, walls, panels for meeting rooms, backdrop	✗	✓	✓	✓
	2	Platform or raised flooring	Structure of flooring (excluding surface covering, e.g. carpet)	✗	✓	✓	✓
	3	Furniture and equipment	Showcases, counters, chairs, tables, sofa, coffee table, flyer stand, LED walls, TV, AV equipment etc.	✗	✓	✓	✓
	4	Lighting	All kinds of lighting in the stand and within showcases	✗	✓	✓	✓
	5	Fascia and overhead signage	Overhead signage or branding, fascia, company logo on top of the stand structure	✗	✗	✓	✓
	6	Rigged structure	Any rigged structure including lighting gantries or other structural elements	✗	✗	✓	✓
	7	Ceiling	Any form of ceiling e.g. fabric ceilings, solid ceilings for lighting or stand support	✗	✗	✓	✓
	8	Display facilities	Built-in or detachable product display cabinets, lightboxes etc.	✗	✗	✓	✓
REUSED / RECYCLED	9	Floor covering	Carpet, floor tiles, HDF coverings, lino etc.	✗	✗	✗	✓
	10	Graphics and decorative items	Stand graphics that are wall-mounted or floor-standing (not overhead) and any other decorative items such as plants and flowers, models and ornaments	✗	✗	✗	✓

BETTER BUILD.

BETTER VALUE.

BETTER FUTURE.

Helping bring you the future of exhibition stands.

Better **quality**. Better **safety**. Better time **efficiency**. Better sustainability.

A Better exhibition experience.

Better Stands, working together to move towards reusable stands.



HOW IT WORKS

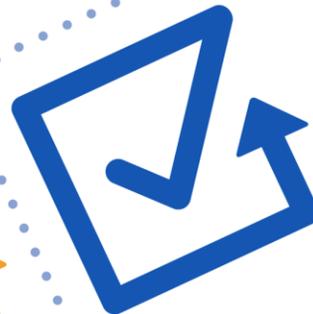
IT'S ABOUT:

CHOICE



CREATIVITY

**EXPANDING
INNOVATION WITHIN
SMART LIMITS.**



REUSABLE IS THE FUTURE OF OUR INDUSTRY



MODULAR SYSTEMS

Flexible

Attractive

Minimal tools onsite



WOOD AND METAL

And cardboard. And plastic.
And anything else you can think of.

Just reusable.

And ideally recyclable at the end of a long life.

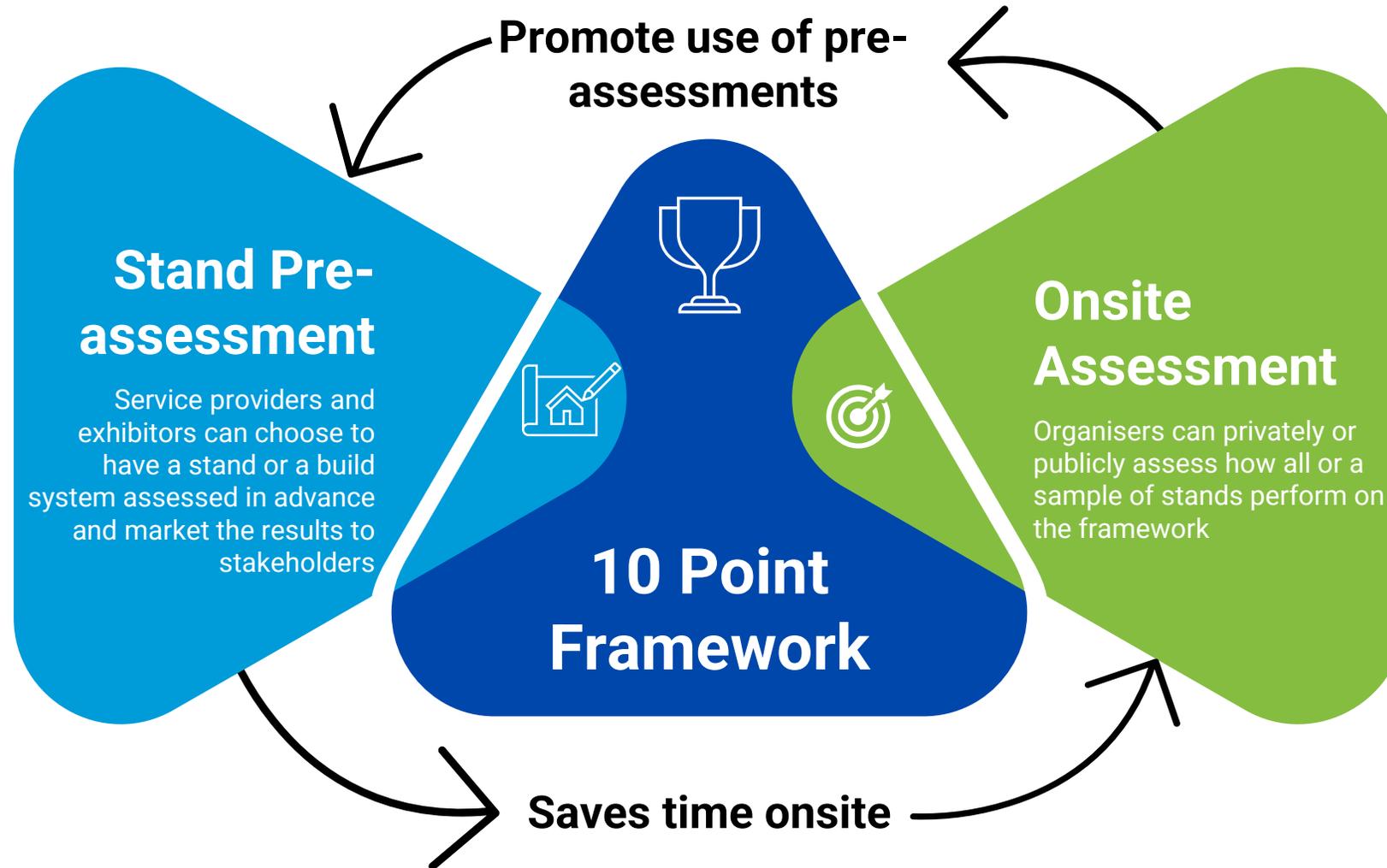


DESIGNED WELL

Assembly, disassembly and storage considered

Quick to build

ONE GLOBAL FRAMEWORK - ALIGNED. EFFICIENT. SCALABLE.

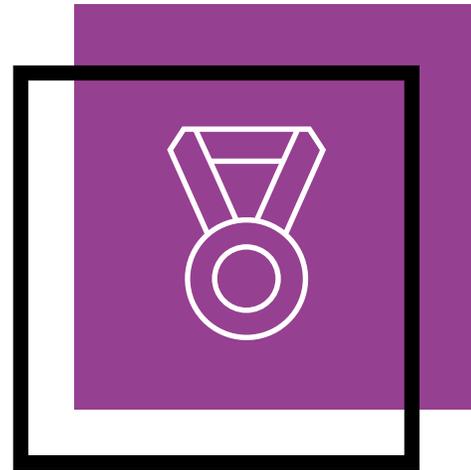


SERVICE PROVIDERS GAIN MANY BENEFITS



Clear standards

Consistent standards and measurement across different countries, organisers and exhibitors meaning you just need to learn one system.



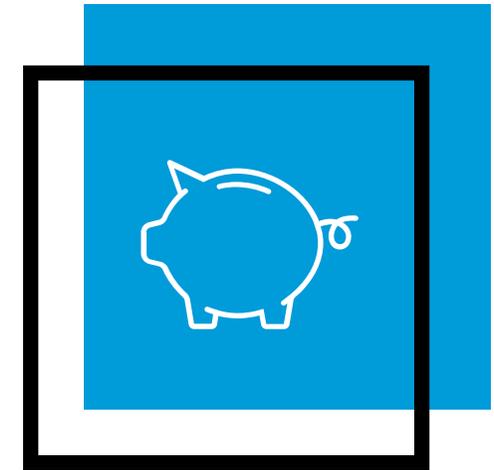
Recognition

Celebrating work on sustainability and progress over time allows external and internal recognition.



New sales

Organisers, venues, associations and others will all be pushing this as the future. Service providers getting this right will have new sales opportunities.



Cost savings

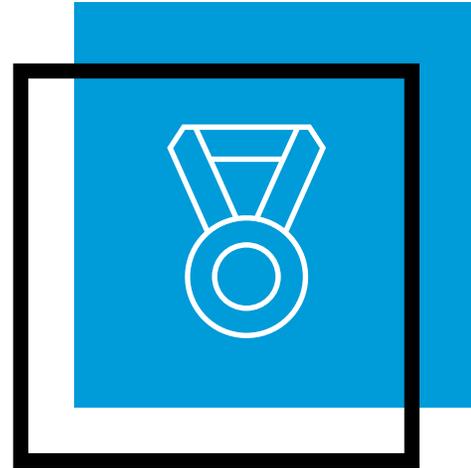
Whilst there can be an initial investment, in a world of rising wood and labour prices, reusing materials and building faster with fewer new materials can help margins.

ORGANISERS CAN HELP SET THE STANDARDS



Collaboration

A simple, scaleable and consistent framework where everyone is pulling in the same direction means that Better Stands can come straight off the shelf...no additional time to develop



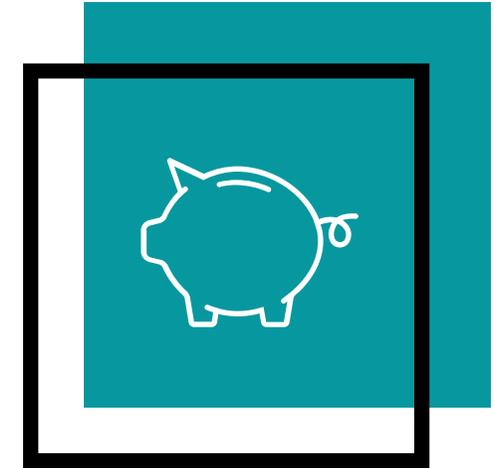
Commitment

Demonstrate to investors, customers and team members that you've got a clear commitment to sustainability



Happy customers

Exhibitors and attendees increasingly expect sustainability, but we can also protect them from a rising total cost to exhibit



Smooth operations

Cleaner, safer, faster builds with less mess and fewer late completions, reducing bills and after hours working



Join us now



Moving towards reusable
stands *together.*